



AGENDA ITEM REPORT

DATE: September 17, 2024
DEPARTMENT: Visitor and Convention Bureau
REQUESTER: Tamara Pigott
TITLE: Approve FY24/25 Cooperative Media Agreement with Brand USA

I. MOTION REQUESTED

- A) Approve agreement in the amount of \$400,000 for the FY24/25 Brand USA media placements.
 B) Authorize Chair to execute agreement, on behalf of the Board..

II. ITEM SUMMARY

Allows the Visitor & Convention Bureau to purchase \$400,000 of international media placements with Brand USA. Brand USA was created in 2010 for the purpose of encouraging travelers from all over the world to visit the United States. The placements are expected to yield approximately 59.3 million media impressions targeting German, Canadian and United Kingdom markets.

III. BACKGROUND AND IMPLICATIONS OF ACTION

A) Board Action and Other History

On September 7, 2021, the Lee Board of County Commissioners approved the Tourism Advertising, Program Planning, Creation, and Implementation contract for RFP210140BAG awarded to MMGY. On July 23, 2024, Amendment No. 3 was executed by Lee County for FY24/25.

On August 14, 2024, MMGY submitted a letter of agreement to Lee VCB to purchase the international media placements with Brand USA.

B) Policy Issues

C) BoCC Goals

Strategic Priority – Tourism

D) Analysis

On an annual basis, MMGY purchases international media placements utilizing Corporation for Travel Promotion, d/b/a Brand USA. The public-private marketing entity works in close partnership with the travel industry maximizing the social and economic benefit of travel in communities around the country.

Brand USA allows for creative co-op marketing programs that give Florida destinations like Lee County a decided advantage in today's highly competitive international travel market.

The attached agreement allows MMGY to purchase international media placements with Brand USA, on behalf of Lee County.

The return on investment as outlined in the media plan is approximately 59.3 million impressions from a total investment of \$400,000. A rise in consumer consideration will ultimately result in confirmed hotel bookings and increased bed tax dollars.

E) Options

IV. FINANCIAL INFORMATION

A)	Current year dollar amount of item:	\$400,000
B)	Is this item approved in the current budget?	Yes
C)	Is this a revenue or expense item?	Expense
D)	Is this Discretionary or Mandatory?	Discretionary
E)	Will this item impact future budgets? If yes, please include reasons in III(D) above.	Yes
F)	Fund: 17400 Program: VCB Project: Account Strings: HB5520317400.504810 HB105	
G)	Fund Type?	Other: Tourist Development Tax Special Revenue

H)	Comments:
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V. **RECOMMENDATION**
Approve

VI. **TIMING/IMPLEMENTATION**
Media will be placed during the fall of 2024 through fall of 2025 targeting Germany, UK, and Canada.

VII. **FOLLOW UP**

ATTACHMENTS:

Description	Upload Date	Type
INTERNATIONAL MEDIA SUMMARY	8/27/2024	Backup Material
LETTER OF AGREEMENT VCB-BRAND USA-MMGY	9/11/2024	Agreement

REVIEWERS:

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Bonetz, April	Approved	9/4/2024 - 11:25 AM
Budget Services	Guttery, Angela	Approved	9/9/2024 - 4:47 PM
Budget Services	Winton, Peter	Approved	9/10/2024 - 8:59 AM
County Attorney	Fraser, Andrea	Approved	9/10/2024 - 9:57 AM
County Manager	Brady, Christine	Approved	9/10/2024 - 11:46 AM